

# COMMONWEALTH OF KENTUCKY

WORKFORCE INVESTMENT BOARD

WORKFORCE INVESTMENT ACT

ANNUAL REPORT

JULY 1, 2001 - JUNE 30, 2002





**Cabinet for Workforce Development**



**Department for Training and ReEmployment**

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Preparing Kentuckians for Employment

The logo for the Kentucky Workforce Investment Board features a yellow lightning bolt with a yellow star at its tip. A blue rectangular box with the white text 'KWIB' is positioned above the lightning bolt.

**KWIB**

**Kentucky Workforce  
Investment Board**

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*For a 21st Century Workforce*



**Cabinet for Workforce Development**

Growing a strong workforce for the Bluegrass State

**Allen D. Rose, Secretary**

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December 4, 2002

The Honorable Elaine Chao  
Secretary  
United States Department of Labor  
200 Constitution Avenue, NW  
Washington, DC 20210

Dear Secretary Chao:

On behalf of the Governor of the Commonwealth of Kentucky and the workforce development partners committed to the One-Stop System please accept this 2002 Workforce Investment Act Annual Report highlighting the accomplishments of the system and partners. During the past year Kentucky has had many successes and is continuing to develop solutions to address the challenges of providing services to those who seek our assistance. While our performance exceeded the US Department of Labor's standards, we hope to further our continuous improvement efforts in order to address the challenges we face in the future.

This report focuses around the Kentucky Workforce Investment Board's strategic goals, the significant accomplishments of the local Workforce Investment Areas and other major partners of the system. It is clear no one agency can meet the workforce challenges Kentucky faces. We must partner with education and training agencies, health and human service organizations, economic development and other community agencies to provide an educated and trained workforce for our employer community.

Kentucky is proud of the significant strides it has made in the past three years under the Workforce Investment Act. We would like to thank you for the opportunity to showcase our commitment to the Workforce Investment Act and for your continued support and the support of your national and regional staff.

Sincerely,

Allen D. Rose,  
Secretary



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Ken Oilschlager  
*Chairman*

Nancy Laprade  
*Executive Director*



**KWIB**  
**Kentucky Workforce  
Investment Board**  
*For a 21st Century Workforce*

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The Honorable Elaine Chao  
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United States Department of Labor  
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Dear Secretary Chao:

On behalf of the Kentucky Workforce Investment Board (KWIB), I am pleased to submit this program year 2001 annual report highlighting the development, accomplishments and future challenges of Kentucky's workforce investment system and its partners. As chair of the KWIB, I am proud of the significant strides that we have made in Kentucky in just a few short years under the Workforce Investment Act of 1998, as well as other state legislative reform initiatives including post-secondary reform, adult education reform and the New Economy initiative. However, we realize that we still have a long way to go, and are fully committed to innovation and continuous improvement. In that light, I clearly view workforce development and system building as a journey, rather than a destination.

You will note as you read this report that it is focused on the accomplishments of our partners. Since the role of the Kentucky Workforce Investment Board is largely one of visioning and facilitating, the KWIB is powerless without the commitment, innovation and collaboration of the local workforce investment boards and other system partners - it is the partners and partnerships that make it all happen. It is clear that no one agency or cabinet can meet the tremendous workforce challenges we face. We must unite our education, economic development, workforce investment and human service strategies in a common effort to equip our workforce with higher skills and supply our companies with qualified workers.

This report is focused on the KWIB's strategic goals and the significant accomplishments of the major workforce partners that have contributed toward meeting those goals. This document is not meant to be all-inclusive, but rather is intended to highlight successes that, when woven together, create a significantly more effective workforce development system.

We want to thank Governor Paul Patton for his continuing support and his strong commitment to the education of Kentucky's citizens and the economic vitality of the Commonwealth. We salute the significant accomplishments and contributions of our local boards and partners and thank them for their commitment and efforts. On behalf of the Kentucky Workforce Investment Board and our workforce partners, we are proud to present this annual report.

Sincerely,

Ken Oilschlager,  
Chair



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## Overview of the Workforce Investment Act in Kentucky

Workforce development is a vital component to Governor Paul E. Patton's goal to set Kentucky on the path to achieving economic opportunity and a standard of living above the national average in twenty years. Governor Patton established this ambitious goal in 1998. The Workforce Investment Act has provided a mechanism to drive this vision forward. Governor Patton chose the Cabinet for Workforce Development in the Commonwealth to lead the Workforce Investment Act initiative. The Cabinet's mission - connecting Kentucky to employment, workforce, education and training - compliment the Act's intent.

Kentucky is one of only a handful of states that houses most of its workforce development agencies within one cabinet – the Cabinet for Workforce Development (CWD). Therefore, the CWD and its agencies represent most of the mandated partners of Kentucky's one-stop system. These agencies include the Department for Adult Education and Literacy, the Department for the Blind, the Department for Employment Services, the Department for Technical Education, the Department of Vocational Rehabilitation and the Department for Training & ReEmployment.

The Department for Training & ReEmployment (DTR) is the lead administrative agency overseeing the federally funded Workforce Investment Act program in the commonwealth. As such, DTR is responsible for such areas as program and financial monitoring, technical assistance to the local workforce investment areas, financial management and reporting, rapid response, and performance management and reporting.

The Workforce Investment Act programs help people acquire job skills, update skills and assists them in finding employment. These services are provided through the locally driven one-stop system, whose goal is to increase the employment, retention, and earnings of participants, and increase occupational skill attainment by participants, and, as a result, improve the quality of workforce, reduce welfare dependency, and enhance the productivity and competitiveness of the state and nation.

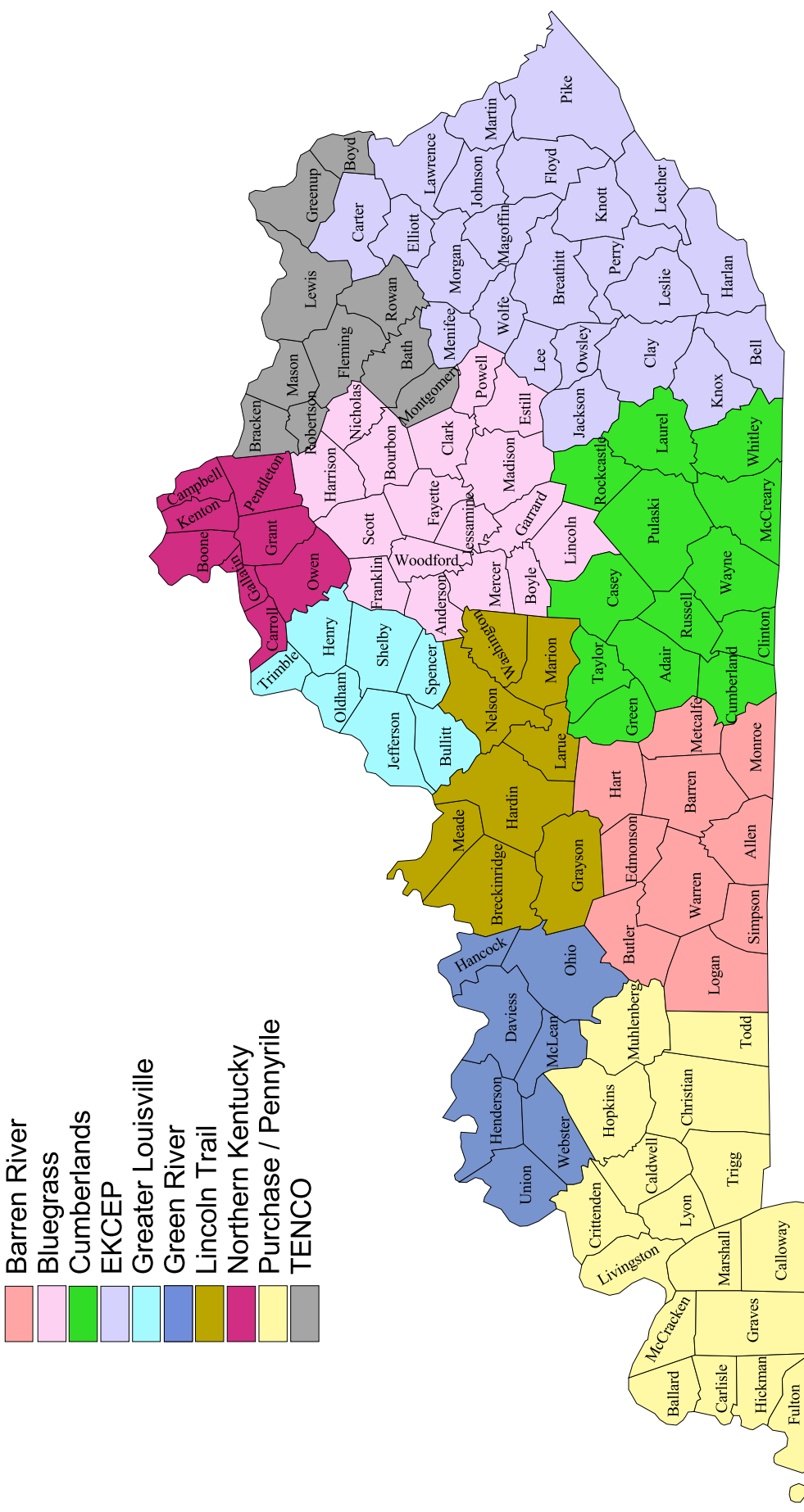
The success of Kentucky's one-stop system is due in large part to the dedication and commitment of its ten local workforce investment boards and their staff. Local boards have creatively leveraged WIA Title I funds to enhance Kentucky's workforce development and one-stop systems. Such enhancements include upgrading one-stop facilities and services, and providing financial assistance and support services to customers working to upgrade their skills. Additionally, many of the local boards have dedicated funds to marketing the one-stop system in order to reach out to both individual and business customers. The commonwealth's ten local Workforce Investment Areas are: West Kentucky, Green River, Lincoln Trail, Barren River, Greater Louisville, Cumberlands, Northern KY, TENCO, Bluegrass and Eastern KY Concentrated Employment Program.

Local Workforce Investment Area Boards are responsible for strategic and regional planning in addition to administering the portion of funds allocated to them for local services. Services are geared to adults, youth and dislocated workers and are provided through 28 comprehensive one-stop centers strategically located throughout the state and over 90 satellite/affiliate centers. Partner involvement is diverse throughout the state. In more populated urban areas, various

programs and providers are co-located in the comprehensive one-stop centers, and in more sparsely populated rural areas, electronic connectivity links partner agencies and services.

Kentucky is proud to have one of six model one-stops chosen by the US Department of Labor, Region III. This model one-stop in Eastern Kentucky (EKCEP) highlights the strong one-stop partnerships built in this rural area. In addition Kentucky is proud to have showcased many of its one-stops, satellites and marketing initiatives as best practices at regional and national conferences highlighting their accomplishments in providing services to adults, youth, dislocated workers and employers. Many examples of the accomplishments of the local Workforce Investment Area programs are spotlighted throughout this report. The success of these programs and partnerships has resulted in the Commonwealth of Kentucky exceeding the performance standards set by the US Department of Labor for a third year.

# Kentucky's Workforce Investment Areas



# Kentucky Workforce Investment Board

## Strategic Plan

### Mission

The mission of the Kentucky Workforce Investment Board is to be a leader and catalyst in creating a comprehensive, customer-driven workforce development system that meets the changing needs of job seekers, incumbent workers and employers. This performance-based system will leverage public and private resources by building strong partnerships to produce a skilled workforce and an improved quality of life for all Kentuckians.

### Core Values

- Customer Driven
- Collaboration
- Measurable Results Oriented
- Continuous Improvement
- Commitment to Lifelong Learning

### Strategic Goals

1. To develop a comprehensive system that identifies and fills the skill gaps in Kentucky's labor market on an ongoing basis.
2. To develop a marketing and public relations strategy that enhances awareness of workforce development issues for businesses and citizens of the commonwealth.
3. To build a statewide, user-friendly, customer-driven infrastructure for workforce development.
4. To establish Kentucky as a national leader in workforce development and lifelong learning.
5. To increase coordination, communication and resources to provide universal access to quality workforce development services for Kentucky's youth.

## Goal 1

To develop a comprehensive system that identifies and fills the skill gaps in Kentucky's labor market on an ongoing basis.

### Board Initiatives:

#### Labor Market Information Survey

Researchers from the University of Kentucky and the University of Louisville conducted a Labor Market Information (LMI) Survey of job vacancies, required educational levels, benefits and underemployment for the Cabinet for Workforce Development during the past year. Surveys were conducted for households and for businesses. The household survey yielded 3,285 completions across five regions and the business survey yielded 3,649 completions. The data and the researchers' report are available on the cabinet's Web site at [www.kycwd.org/lmisurvey](http://www.kycwd.org/lmisurvey). This data includes previously unavailable labor market indicators for Kentucky that will assist communities in attracting industry and focusing workforce training needs.

#### Kentucky Employability Certificate

In fall of 2002, the Kentucky Employability Certificate will be rolled out for use around the commonwealth. The KWIB, in conjunction with ACT, Inc., is the major sponsor of the Kentucky Employability Certificate, designed to document foundation skills in applied math, reading and locating information. **Kentucky is the first state in the nation to issue such a certificate with ACT, Inc. endorsement.** The certificate is based on ACT's WorkKey's system and has been endorsed by the Kentucky Community and Technical College System (KCTCS), the Kentucky Chamber of Commerce, the Kentucky Society for Human Resource Management, the Cabinet for Workforce Development and the Department for Adult Education and Literacy, in addition to other organizations.

### Partner Initiatives:

#### Workforce Kentucky (Workforce Informer)



Kentucky, through the Department for Employment Services membership in the Workforce Informer Consortium, is on the cutting edge in the development of an integrated web application for providing public access to America's Labor Market Information System. This new product will be available in One-Stop Centers before the end of the calendar year. Both job seekers and employers will keep abreast of constantly changing facts and statistics associated with Kentucky residents and their work. The interactive software will allow for manipulation of data so that the user can tailor labor market reports to suit his specific needs.

#### Career Discovery Center (Purchase/Pennyrile Workforce Investment Area)

In April 2001, Mattel, Inc. of Murray announced that it would move 900 jobs to Mexico over the next two years. Mattel and its support industries accounted for over 1,300 jobs lost. Within five days of the announcement, the West Kentucky Workforce Board initiated a plan that began with a Community Resource Roundtable involving over 25 agencies with 75 local officials and economic leaders in attendance. A consortium led by Murray State University and including KCTCS, and the Departments for Employment Services, Adult Education and Literacy, and Vocational Rehabilitation and the Purchase/Pennyrile Area Development District, sought \$1 million to start a career center emphasizing dislocated worker services. The doors opened on a facility within one month of the funding announcement.

In August 2002, Pella, Inc. announced that it was locating a facility in Murray that would create 500 jobs. The Career Discovery Center was able to load the Pella application for on-line completion and downloading. In assisting Pella, the center has handled over 2,000 applications and assessed 1,500 individuals under Pella's guidance.

### **Employer Achievement (Purchase/Pennyrile Workforce Investment Area)**

In January 2002, Home Depot, Inc. began the process of establishing a business in the Paducah, Kentucky, area with plans to hire approximately 140 people.

In coordination with staff from the Paducah Career Center, Home Depot officials developed a process to recruit and hire permanent workers by utilizing existing WIA programs as well as other programs offered by One-Stop Center agencies.

Through the partnership efforts of Home Depot and the Career Center over 120 workers have been hired. Because of this partnership effort, Home Depot—Paducah was recognized by the Department for Employment Services with its Employer Achievement Award.

### **Fast Facts**

Bluegrass State Skills Corporation:

- Awarded 136 skills training grants worth over \$3 million
- Funded training for 21,861 individuals

### **Kentucky Manufacturing Skills Standards (KMSS)**

Kentucky manufacturers, facilitated by the Cabinet for Workforce Development, the Cabinet for Economic Development and the Kentucky Community and Technical College System (KCTCS), developed the Kentucky Manufacturing Skills Standards, assessments and related targeted instruction modules. The Department for Technical Education is incorporating the industry-driven skill standards into all manufacturing-related programs in its area technology centers. This past year the curriculum phase of the project was completed by KCTCS and will be delivered on line on a pilot basis.

### **WorkKeys® System Development**

#### **Department for Adult Education and Literacy (DAEL)**

The department has committed substantial resources to funding WorkKeys assessments, targeted curriculum and the Kentucky Employability Certificate. The curriculum resources have been made available online for adult education students through Kentucky Virtual Adult Education, [www.kyvae.org](http://www.kyvae.org)

#### **Kentucky Community and Technical College System(KCTCS)**

- Owensboro Community College was recognized at the Mid-Atlantic WorkKeys Conference as the WorkKeys Community College of the Year. It was also used as one of the case studies to be distributed nationally by ACT.
- The entire KCTCS system is participating in the Perkins Program Profiling Project (DACUM/WorkKeys Systems). Last year, 47 occupations and 93 individual program profiles were conducted, and those profiles are being distributed to curriculum committees to be used for program improvement. Over the course of three years, all diploma, certificate and degree programs will be profiled.
- Currently, the WorkKeys assessments are being conducted at all community colleges. These assessments will provide base-line data on student attainment. This base-line data and results of the profiles will serve as a basis for decisions made for Perkins funding in spring 2003.

### **Bluegrass State Skills Corporation**

#### **(Cabinet for Economic Development)**

Bluegrass State Skills Corporation (BSSC) awarded 136 skills training grants valued at over \$3 million to public and private universities, KCTCS and other educational providers to provide skills training services to:

- 123 individual companies and seven training consortia that included 88 companies
- Over 21,861 Kentucky residents

### **Kentucky Community and Technical College System (KCTCS)**

Postsecondary Reform (House Bill 1 – 1997) created KCTCS as a comprehensive community and technical college system. One of the

system's key roles was to be the primary provider of workforce training for the commonwealth. Following is a sample of the accomplishments for 2002:

### Community and Economic Development Programs

KCTCS colleges served 125,992 individuals and 1,518 businesses through its community and economic development outreach programs. Over 16,600 individuals received or are receiving services through the Kentucky Workforce Investment Network System (KY WINS) projects. KCTCS created KY WINS to assist employers with developing high-performance organizations and to build a highly skilled workforce with transferable skills. To date, KY WINS has funded 54 projects.

### KCTCS Workforce Development Project Highlights

- The Center for Excellence in Lean has completed a five-part certification-training program for Lean Manufacturing. On April 15, 2002, KCTCS and ACT President Dick Ferguson held a grand opening and press conference for the KCTCS ACT Centers. The centers offer over 2,000 workforce development on-line training courses and assessments.
- The Ready-Set-Go! computer training program trained 589 individuals at eight KCTCS colleges. The program is a joint partnership with the McConnell Technology and Training Center and provides training, education and computer equipment to program completers.
- The KCTCS Ready-to-Work Partnership with the Kentucky Cabinet for Families and Children served 1387 Kentucky Transitional Assistance Program and Transitional Assistance for Needy Families eligible students.
- KCTCS was one of six states selected by the Ford Foundation to receive a \$75,000 "Community College Bridges to Opportunity" planning grant. The grant focuses on the development of strategies to strengthen the systemic capacity of KCTCS to integrate its academic, workforce, and remedial missions and, thereby, improve access, persistence, completion, and transfer rates for disadvantaged adult learners.
- KCTCS, in cooperation with UK's Lexington Community College, received a National Science Foundation grant to establish the Kentucky Information Technology Center to train faculty at secondary and postsecondary institutions.

### Department for Adult Education and Literacy (DAEL)

#### Family Literacy Program

The department is improving literacy in two generations simultaneously through family literacy programs, which address educational needs of parents and children. **Kentucky is one of two states in the nation to offer family literacy programs in every county.** Nearly 3,000 individuals were enrolled in family literacy in fiscal year 2002 – more than twice the number of the previous year.

### Fast Facts

Kentucky Community and Technical College System:

- Served 125,992 individuals through community and economic development programs
- Served 1,518 businesses
- Served more than 16,000 people through Kentucky Workforce Investment Network System

### Partnerships Build Pool of Skilled Workers (Cumberlands Workforce Investment Area)

In an effort to find jobs and attract employers to the area, more than 120 people in Russell County have gone back to the classroom to sharpen their work skills in a pre-hire training program developed by the local Board of Education, the Kentucky Department for Adult Education and Literacy, the Cumberlands Workforce Investment Area and local employers.

Local employers helped educators and elected officials shape the curriculum by telling them what employers need in potential employees. Employers focused on math, reading and communication skills in a 28-hour course that benefits both employers and potential employees. Students who complete the 14-week program are guaranteed an interview with any or all of the participating employers.



## Fast Facts

Department for Adult Education and Literacy:

- 86,000 Kentuckians were enrolled in adult education programs in 2001-2002
- 14,651 Kentuckians earned a GED
- 3,000 individuals were enrolled in the family literacy program

### Kentucky Virtual Adult Education

With the launch of Kentucky Virtual Adult Education, [www.kyvae.org](http://www.kyvae.org), the commonwealth became a pioneer in distance adult education. The site provides on-line assessments, tutorial services, adult basic education, GED and workplace instruction, allowing maximum flexibility for adults who work, have family responsibilities and/or lack transportation. KYVAE also serves 900 adult educators through online professional development courses, a resource database and message board.

### Workplace Education Program

More than 17,000 employees in 491 projects received training through DAEL's workplace education program. Two recently upgraded SKILLMobiles provide workplace-based education in mobile training units featuring desktop computers, flat panel displays, printers and wireless Internet access.

### English as a Second Language (ESL) Program

Over 5,000 individuals were enrolled in ESL programs in FY2002. These included individuals that received services at DAEL funded local adult education centers and at the worksite (WESL). ESL services were provided by local centers in 53 counties.

### Partnerships for Economic Development (Eastern Kentucky CEP Workforce Investment Area)

Several state and local partners joined together to attract and serve American Woodmark Corporation, a new \$20 million manufacturing facility that will eventually employ 260 people in Eastern Kentucky. American Woodmark is the nation's third largest cabinet manufacturer and the primary supplier of cabinets for Home Depot and Lowe's.

Attracting the new plant was a cooperative effort by a partnership that included a wide array of agencies and entities, including Eastern Kentucky Corporation, EKCEP Inc., Perry County JobSight One-Stop Center, Kentucky Cabinet for Economic Development, local city and county governments, Kentucky Community and Technical College System, and Kentucky Chamber of Commerce.

After American Woodmark decided to locate in Eastern Kentucky, EKCEP and the partners in its Perry County JobSight One-Stop Center organized and conducted a detailed intake and screening process for over 1,000 applicants. The plant's initial workforce of 49 was hired from the pool of applicants assembled and screened by EKCEP and its JobSight partners. On-the-job training for new employees was provided by EKCEP, effectively reducing the manufacturer's cost for initial training by half. Within two to three years the company officials expect to employ 260 people.

## Goal 2

To develop a marketing and public relations strategy that enhances awareness of workforce development issues for businesses and citizens of the commonwealth.

### Board Initiatives:

#### Regional Business Roundtables

In collaboration with local Workforce Investment Board partners, the KWIB held the first in a series of regional roundtable discussions with business and industry representatives to better understand what workforce development services they need and what public workforce partners can do to meet those needs. A summary report of the roundtable discussions identified a draft action plan for the public workforce partners, including the development and distribution of a resource guide for businesses. Recurrent themes of these discussions include: job applicants and incumbent workers do not have the foundation skills and work ethic necessary to be fully productive in the workplace; business and industry do not feel that there is effective communication and collaboration among education, workforce and business communities; even in times of significant worker dislocations there are skilled occupational areas that have serious labor shortages; and workforce partners and educational institutions are not timely or responsive in meeting the workforce needs of business.

#### KWIB Web Site

The KWIB will launch its Web site in August 2002. The site is to serve as the source point for a wide range of information on workforce issues. Links from the site lead to policy papers, speeches, publications and organizations that may be of interest to workforce system partners. The Web address is [www.kentuckywib.org](http://www.kentuckywib.org).

#### Statewide Conference

The KWIB will host the first conference for state and local workforce investment board members on November 14, 2002. The goal of the conference will be to provide the tools boards will need as they begin to look at the larger workforce issues in their communities. Futurist Ed Barlow, and other national experts in the workforce field, will present a stimulating program that will inspire and challenge participants to take their boards to a new strategic level.

#### National Business Engagement Consortium

The U.S. Department of Labor (DOL) has provided \$1.6 million to support development of a branding strategy of state One-Stop systems. As a member in the seven state consortium, Kentucky will be participating in marketing trials primarily targeted toward employers with a goal of increasing awareness of state One-Stop services.

#### Second Chances (Northern Kentucky Workforce Investment Area)

Before Rico S. sought the help of Workforce Investment Act programs, he was facing a life of uncertainty after being incarcerated. He sought help from Center for Employment Training (CET) to further his education and receive job training.

He realized there were many barriers to overcome. However, he was dedicated to providing a better life for himself and becoming a better role model for his children. While in training, Rico emerged as a leader. When he began attending Job Ready sessions, his confidence as a professional emerged.

After being released from incarceration, Rico had two weeks to secure employment. A resource room manager position became available at the Career Alliance. Rico filled out the application, passed the required testing and was offered the position. Rico has indicated that he is interested in furthering his education and wants to own a home.

### Local WIB Chairs Forum

Ken Oilschlager, chair of the KWIB, continues to host biannual forums with the local workforce investment board chairs to discuss successes, challenges and potential solutions to common issues. This forum is particularly focused on identifying and addressing issues from the business perspective, since all chairs, by law, represent the business sector. Chairman Oilschlager views these forums as one critical ingredient of a comprehensive plan to promote communication and collaboration between the local boards and the KWIB.

### Partner Initiatives:

#### Local Marketing Campaigns

All local workforce investment boards have invested in local marketing campaigns to raise awareness of the services offered through One-Stop Career Centers. Several areas have implemented a promotional campaign this year, while others have expanded their efforts. The following are a few highlights of Kentucky's local area marketing initiatives.

- **TENCO:** The area continued its marketing efforts through the development of the TENCO Web site, which provides an overview of services available through the Workforce Investment Act and the One-Stop Career Centers. TENCO has increased public awareness through radio and newspaper ads.
- **Lincoln Trail:** The area contracted with a marketing consultant to develop and implement marketing directed primarily to customers seeking jobs and training. They printed brochures describing the career center system, bought over 1,000 thirty-second spots on local cable and invested in newspaper and billboard ads.
- **EKCEP:** EKCEP continues to be a leader in the marketing field. They have maintained their multi-faceted marketing campaign centering on the "JobSight" brand. The production of an orientation/information video gained national acclaim at the Workforce Innovation Conference in Nashville. Other promotions include radio, newspaper, television, brochures, novelty items and two Web sites ([www.jobsight.org](http://www.jobsight.org) and [www.ekcep.org](http://www.ekcep.org)) that promote the JobSight network of One-Stops and their services.
- **Bluegrass:** Bluegrass has produced outstanding "Central Kentucky Job Centers" posters, newspaper ads, billboards, brochures, Web site and novelty items. They conducted three Central Kentucky Job Centers' open houses, bringing in television, radio and print media.

#### Department for Training and ReEmployment Marketing

To assist local areas in the promotion of the One-Stop Career Center services, staff from the Department for Training and ReEmployment along with a local area director presented services available through the One-Stop and Rapid Response on radio and television live broad-

casts. The television appearance reached approximately 27,000 households. The Department for Training and ReEmployment continues to distribute brochures highlighting Kentucky's comprehensive centers and DOL's toll-free help line and Web site at every Rapid Response meeting and other functions. Awareness of the services of the One-Stops has noticeably increased, evidenced by the rise in the number of calls received by the U.S. Department of Labor's toll-free help line. About 630 calls were received of which 436 callers requested job and training information.

**Making Dreams A Reality  
(Green River Workforce Investment Area)**

Cheryl K. now works as a registered nurse in the Intensive Care Unit at Owensboro Mercy Health System (OMHS). Several years ago, she was a single parent struggling with health problems, financial problems, and only dreaming of a career in nursing. However, her determination, tenacity and the availability of training assistance from Green River Career Services has allowed her to make her dream a reality.

Cheryl attempted to attend college in 1990 but left due to pregnancy and the struggle of being a single parent. When her son was two years old, Cheryl returned to school at Owensboro Community College, to complete basic requirements for the nursing program. She began the program at Henderson Community College, but had to drop out due to health problems and low grades. Cheryl had surgery to alleviate her health problems and once again returned to school while working full-time to support her family. Beginning with the spring 2001 semester, Green River staff registered Cheryl as a client and provided assistance for her tuition, books, fees, uniforms, childcare and exam fees. She was able to work only part-time and therefore, able to concentrate on her grades and her family.

In January 2002, Cheryl began working as a registered nurse. "It was a long and sometimes treacherous journey," Cheryl said. "I would like to thank you (Green River) for your support, because without you, I could not have supported my son and myself and continued my education. Thank you for helping my dreams become reality."

## Goal 3

**To build a statewide, user-friendly, customer-driven infrastructure for workforce development.**

### **Board Initiatives:**

#### **Evaluation and Continuous Improvement System**

In support of a high priority of the KWIB Accountability and Funding Committee, a cross-agency team of staff earmarked some of the DOL Incentive Funds (for PY 1999) to develop a meaningful evaluation and continuous improvement plan for Kentucky's workforce development system. Under the direction of the Department for Training and ReEmployment, a consultant was chosen to assist in this process and the state is currently implementing many of the recommendations. The new evaluation system will collect additional data on customer flow through the One-Stops and will provide more insight into the services needed by the business community.

#### **Fast Facts**

Department for Training and ReEmployment:

- Funded placement and training services for more than 16,000 adult workers, dislocated workers and youth in Kentucky through federal Workforce Investment Act funding distributed to Kentucky's 10 Workforce Investment Areas
- Provided significant funding to One-Stop Career System operations, with over 400,000 customer visits in the system in a 6-month period

#### **Business Services Pilots**

Under the direction of the KWIB Business and Industry Committee, a Business Services pilot project was developed and implemented in three workforce investment areas in the state. The pilot program will make it easier for businesses to access workforce development services. The major partners in the local pilots are the One-Stops, the Kentucky Community and Technical College System and the Cabinet for Workforce Development. The pilot projects are using a cross-agency approach - training staff to "identify needs" and then putting a service package together using various cross-agency resources. A particular focus is on serving small- and medium-sized businesses. The pilots will also participate as test sites for the National Business Engagement Consortium, a group of states that is developing marketing materials for employers under a grant from DOL.

### **Partner Initiatives:**

#### **One-Stop System Development – A Major Success!**

A primary focus of the Workforce Investment Act is the development of the One-Stop system and the partnerships necessary for system success. The system in Kentucky has continued to grow and mature at the local level. Although the system still faces challenges, particularly as we try to address the needs of our business customers, we can be proud of what we have accomplished in the past year. Following is a small sample of the One-Stop system accomplishments.

- **EKCEP:** EKCEP's Pike County JobSight has been honored by DOL as one of six model one-stop centers in the eight-state southeast region. DOL sent a crew to Pikeville in May to film JobSight operations and interview JobSight management and staff, program participants and employers who have used JobSight services. The resulting profile of the center and its services be-

came part of “One-Stop South,” a 40-minute video featuring the six exemplary One-Stop centers in the southeast.

- **Purchase/Pennyrile:** The Breathitt Career Center and the Christian County Adult Education Program partnered to coordinate a local “Drive Thru Job Fair” for the Hopkinsville-Christian County Chamber of Commerce. The event was sponsored in part by the West Kentucky Workforce Investment Board.
- **TENCO:** The area held a grand opening for the new Maysville One-Stop Center on May 29, 2002. The center was built to house the partner agencies in the One-Stop system.
- **North Central Kentucky and Louisville/Jefferson County:** These workforce investment areas merged into one local area called Greater Louisville. This positive change better reflects the actual labor market and provides efficiency and flexibility in customer services.
- **Department for Employment Services (DES)** has made several innovative changes to better serve customers through the One-Stop system.



- ❖ The Kentucky Electronic Workplace for Employment Services (KEWES) will bring the capability for the public to file claims online. KEWES will be accessible from any Internet connection. KEWES will also allow employers to report and pay unemployment insurance taxes online.
- ❖ Local DES managers working in partnership with other agencies in the one-stop comprehensive centers and local officials have developed alternate work hours to accommodate customer needs. In as many as 20 locations, offices are open extended evening hours to provide needed services to customers who are underemployed or unable to visit the offices during normal working hours. More and more locations are adopting this as a best practice and in the near future all DES field service locations will adopt a schedule around the needs of the job seeker.
- ❖ DES has improved the efficiency and effectiveness of its local offices by cross-training all staff to deliver integrated programs and services and by implementing self-registration and customer resource rooms in all offices.
- ❖ Virtual interviewing has been added to the menu of services available through DES. Seven local offices now provide technology for video-conferencing in real time to allow for long-distance job interviews between employers and potential applicants.

### Department for the Blind

DFB assistive technology specialists were actively involved in the One-Stop Accessibility Project, helping to identify equipment needed in the local One-Stop centers and planning sensitivity and accessibility training for local staff.

### Hire Kentucky (Department for Employment Services)

DES and the United Parcel Service (UPS) joined forces in an innovative statewide recruitment effort, Hire Kentucky, to attract individuals to the company's Metro College program at the University of Louisville, Jefferson Technical College and Jefferson Community College. The company pays the costs of tuition, books and housing for students who enroll in Metro College and work for UPS in Louisville.

### Fast Facts

Department for Employment Services:

- Provided services to nearly 256,000 Kentuckians
- Placed 46,000 applicants in jobs
- Provided nearly \$548 million in unemployment insurance benefits to more than 375,000 Kentuckians
- Provided an infusion of \$46 million per month into Kentucky communities
- Allowed nearly 1,000 employers to file and pay quarterly unemployment taxes on the DES Web site



## Fast Facts

Department for the Blind:

- Served 1,380 individuals who are blind or visually impaired in its vocational program.
- 309 people with visual impairments achieved their workforce goals in FY 2002.
- Total gain in earnings by DFB consumers was \$1,924,208.

### A Little Extra Help (TENCO Workforce Investment Area)

Each Tuesday evening, the Morehead One-Stop Career Center conducts a workshop for Unemployment Insurance claimants who have permanently lost their jobs. Each partner presents information on services that are available to claimants. Partner staff are then available for one-on-one meetings with participants. The Department for Employment Services, Department for Adult Education and Literacy and Kentucky Community and Technical College System are currently participating in the workshops. The Career Center hopes to add other partners in the future.

The department has representatives on eight local boards and has designated a liaison to serve as the communication link to the local areas.

### Employ Kentucky Operating System (EKOS)

Cabinet for Workforce Development agencies have worked with the U.S. Department of Labor to develop the Employ Kentucky system that includes case-management technology used by state and local employment specialists. Implemented in phases beginning May 2002, Employ Kentucky allows the cabinet's local offices and partner agencies to connect employers and job seekers, connect individuals to a wide range of employment and training services, make referrals to job interviews, make electronic referrals to other agencies and meet federal Workforce Investment Act reporting requirements.

### The Governor's Summit on the Quality of Life

Under the leadership of the Cabinet for Families and Children and the Kentucky Community and Technical College System, the Quality of Life Summit – From Poverty to Prosperity will be held in October 2002 to engage leaders from the public and private sectors to develop a blueprint to more effectively move low income workers into achieving and sustaining economic self-sufficiency. One major outcome of this summit will be the announcement of a partnership between the Kentucky Chamber of Commerce and the public partners to promote education, training and human service supports to businesses and individuals across the commonwealth.

### Kentucky Workforce Alliance

The Workforce Alliance coordinates the workforce education and training services provided by Kentucky's public agencies. The Alliance provides a responsive, coordinated approach to leveraging new and existing resources to maximize the numbers of adults and employers served through workforce training programs. The Alliance's major partners are the Cabinet for Workforce Development, the Kentucky Community and Technical College System, the Cabinet for Economic Development and the Council on Postsecondary Education. The Alliance funded education and training for more than 5,000 Kentucky workers at 127 worksites during fiscal year 2002.

### Program Year 2000 Incentive Funds Award

Kentucky was awarded \$3 million in Workforce Investment Act Incentive Funds for program year 2000. Kentucky was one of only 12 states to receive this award for reaching or exceeding performance measures for WIA Title I, Title II (adult education) and Perkins Act (technical education). A cross-agency work group developed a plan for the use of these funds to include: 1) investing in the local workforce investment areas to enhance the one-stop system; 2) enhancing adult education and literacy services provided in the one-stops; and 3) advancing technical education programs at the Bluegrass Youth Challenge program and through enhanced relationships between the one-stops and the Kentucky Community and Technical College System.

## Rapid Response Team

The Department for Training and ReEmployment's Rapid Response team continues to provide valuable assistance to employers and employees. The Rapid Response team served 148 businesses and informed nearly 10,000 individuals about career transitioning services during the period July 1, 2001, through June 30, 2002. In addition to Cabinet for Workforce Development agencies, the Rapid Response team has expanded the program by adding a representative from the U.S. Department of Labor's Pension and Welfare Benefits Administration to the agenda. The team has developed a comprehensive database of services provided from which reports can be generated in real time. A listing of all WARNs received are now posted on the department's Web site at <http://dtr.state.ky.us>.

## One-Stop Accessibility

Using a portion of the 1999 Program Year incentive funds, a comprehensive training curriculum on physical and programmatic accessibility was designed under the auspices of the One-Stop Accessibility Work Group. The curriculum, *Widening Our Doors*, provides tools and resources to prepare staff working in Kentucky's One-Stop system to meet the needs of customers with disabilities and other special populations. *Widening Our Doors* was presented in May 2002 to staff from all of Kentucky's local workforce investment areas using a train-the-trainer format. Statewide training is now underway and will reach approximately 1,200 front-line One-Stop staff.

In addition to the *Widening Our Doors* project, the One-Stop Accessibility Work Group also focused on providing accessible workstations in the comprehensive One-Stops. A contractor was hired to help develop standard specifications for compliance and accessibility under state and federal regulations. Accessible computer workstations, using principles of Universal Design, have now been installed in all 28 comprehensive One-Stop centers, and staff will be trained on the use of this equipment before the end of calendar year 2002.

## Jobline®

The Jobline®, funded by the Governor's Discretionary Fund, is an interactive telephone-access service for job-search assistance to the public, targeted specifically to the visually impaired. This service can be reached by dialing in from any touch-tone telephone and following the instructions provided. This service, available 24-hours-a-day, 7-days-a-week, is operated through the National Federation of the Blind.

## Kentucky Business Leadership Network (KYBLN)

The Department of Vocational Rehabilitation and the state Americans with Disabilities Act coordinator are leading partners in the KYBLN, a cooperative effort between business leaders and agencies that help people with disabilities find work. Recognized nationally as a top-five network, KYBLN developed a Web site to help employers find a pool of job-ready applicants--[www.kybln.org](http://www.kybln.org).

### Fast Facts

Rapid Response:

- Served 148 businesses
- Provided information to 10,000 people

### GED Partnership (Greater Louisville Workforce Investment Area– KentuckianaWorks)

Jefferson County Public Schools Adult Education Program, KentuckianaWorks, the Louisville Free Public Library and local area unions partnered to provide free GED testing from September 2001 through December 2001. In addition to covering the testing fee, the partners promoted the testing campaign, provided lunches for participants and extended hours of instruction and practice testing. Of the 1,004 individuals who participated, 665 took the free GED and 405 passed.



### Fast Facts

Department for  
Technical Education:

- 23,400 Kentucky students enrolled in 2001-2002.



### Fast Facts

Department of Vocational  
Rehabilitation:

- Helped 4,557 people with severe disabilities enter the workforce
- Served 36,958 individuals with disabilities

## Training Consortia—Healthcare Industry

In 2002, the Department for Technical Education helped develop Kentucky's first healthcare training consortium to address high turnover in nursing and allied health staff in Louisville-area hospitals. The consortium includes 12 hospitals and seven educational institutions. The consortium received \$80,000 in grants from the Cabinet for Economic Development's Bluegrass State Skills Corporation to provide training for nurse managers and front-line staff.

## Dual Enrollment Agreement

A new Kentucky Tech-Kentucky Community and Technical College System partnership allows students to enroll simultaneously in high school and college. This partnership includes all of the systems' major program areas — information technology, business technology, health careers, construction technology, automotive technology and manufacturing technology. More than 2,000 high school students are getting a head start on their college education and saving tuition money through dual enrollment.

## National Business Partnerships

Through a nationwide effort led by the U.S. Department of Labor, the Department for Training and ReEmployment (DTR) and Kentucky's One-Stop Career Center system have entered into a partnership with Home Depot to recruit qualified employees for the rapidly growing company. DTR staff and representatives of local workforce investment areas are working with Home Depot human resource managers so that One-Stop Career Centers can serve their needs. The One-Stop Career Centers are working with Toys R Us stores in a similar project.

## Project End Dependence

The Department of Vocational Rehabilitation collaborates with the departments for Employment Services and Adult Education and Literacy and the Cabinet for Families and Children to help welfare recipients with disabilities transition into employment. The project provides job readiness classes and job placement for participants.

## Preparing Adults for Competitive Employment (PACE)

The Department of Vocational Rehabilitation's PACE program places people with disabilities into short-term, temporary work experience positions at no cost to employers. The employer can try out an individual with no money invested. During this time, DVR pays the trainee, who gains valuable work experience and employers determine whether to hire the person permanently.



## Goal 4

To establish Kentucky as a national leader in workforce development and lifelong learning.

### Board Initiatives:

#### National Association of State Workforce Board Chairs

Chair Ken Oilschlager and Executive Director Nancy Laprade have been very active in the state chairs association, as well as other national groups (e.g. NGA Center for Best Practices). Both played significant roles in helping the state chairs to develop a white paper that was released in May 2002 entitled, *The Competitive Challenge: Building a World-Class Workforce*.

#### Reauthorization White Paper

In June 2002, the Kentucky Workforce Investment Board submitted a white paper to officials at the US Department of Labor, as well as the Kentucky legislative delegation and US legislators on the House and Senate sub-committees that are responsible for WIA reauthorization in 2003. The following principle summarizes the recommendations made in this white paper – “States and local areas need maximum flexibility in order to act with responsiveness and agility in meeting the needs of individual and business customers. We strongly believe, however, that along with flexibility comes a responsibility for accountability and outcomes.”

#### Panel Participation at Regional and National Conferences

Kentucky Workforce Investment Board members and staff and Department for Training and ReEmployment staff have been called upon to make presentations at numerous regional and national conferences on such topics as the Kentucky Employability Certificate, WIA Youth Services and effective monitoring practices. Other partners, including the Kentucky Community and Technical College System, the Department for Adult Education and Literacy and the Department for Employment Services, regularly deliver presentations at regional and national conferences about their innovative programs.

### Partner Initiatives:

#### WIA Incentive Awards

Kentucky was awarded \$3 million in Workforce Investment Act Incentive Funds for Program Year 2000 in addition to the \$1.4 million it received for Program Year 1999. **Kentucky was one of only 12 states to receive this award for PY 2000, and one of only four states to receive it two years in a row.** Additionally, Kentucky received the maximum award for PY 2000, along with much larger states such as Florida and Texas. The PY 2000 award was made because Kentucky reached or exceeded performance measures for WIA Title I, Title II (adult education) and Perkins Act (technical education).

**National Business Services Group:**

The Paducah One-Stop Career Center, located in the Purchase/Pennyrile area, received recognition from the DOL Business Services Group for its participation in a national partnership effort with Home Depot.

**Pikeville One-Stop Recognition**

EKCEP's Pike County JobSight has been honored by the DOL as one of six model one-stop centers in the eight-state southeast region. In addition, the system was chosen as part of a survey of WIA promising practices conducted by the US General Accounting Office (GAO) at the request of Congress. JobSight was one of only 13 One-Stops selected from across the nation for the survey. GAO representatives visited EKCEP to learn how JobSight had successfully integrated and streamlined partner services, engaged the business community and increased employer involvement in its region.

**Kids in Action  
(Barren River Workforce Investment Area)**

Glasgow High School's Kids in Action program has had a significant impact on its students, their families, the school and community. The program provides one-on-one mathematics instruction, mentoring with business and community leaders, leadership and employability skills training and daily one-on-one monitoring of each student's progress in and out of the classroom. During the 2001-2002 school year, all of the students in the program attained their basic skills goals. Prior to the program, the drop out rate among this target group was 66%. Of the 21 participants, 20 are still enrolled in school or have completed their GED or have completed diploma requirements. Community support for the program has been invaluable. Over 30 business and community leaders have volunteered for the mentoring program. Thirteen local organizations or businesses have hired the students to work after school and on weekends. The Glasgow/Barren County Chamber of Commerce assisted in locating potential work experience sites, donations of school materials, clothing for students and assistance to students' families.

## Goal 5

**To increase coordination, communication and resources to provide universal access to quality workforce development services for Kentucky's youth.**

### **Board Initiatives:**

#### **Youth Committee**

Last year the KWIB established the Youth Committee as one of the five standing committees of the state board in order to directly address issues relating to youth in the workforce investment system. The committee's main focus is to review services statewide to determine what resources/services are available to youth and to facilitate any needed coordination of state-level partners.

#### **Asset Mapping Project**



Under the Leadership of the KWIB Youth Committee, the Department for Training and ReEmployment is in the process of procuring the services of a consultant to conduct an asset/resource mapping process of youth services across the commonwealth. This project will result in a blueprint that identifies the service needs, available resources and service gaps of youth programs across the state. The committee will then work with local Youth Councils to use this asset map as a catalyst for identifying and leveraging new resources to meet service gaps.

### **Partner Initiatives:**

#### **Youth Summit**

The Department for Training and ReEmployment (DTR) hosted a Youth Summit in Bowling Green in November 2001. The summit provided not only technical assistance on youth issues, but also provided presentations on outstanding youth programs in Kentucky and the region. Over 190 stakeholders attended, including local board and youth council members and staff, service providers, members of the Kentucky Workforce Investment Board, and representatives from the U.S. Department of Labor. A second summit has been scheduled for November 2002.

#### **Jobs for Kentucky's Graduates**

WIA Governor's Discretionary Funds provided services to WIA-eligible youth through a statewide program called Jobs for Kentucky's Graduates (JKG). This program targets in-school youth who are at-risk of dropping out and face barriers. Governor's Discretionary Funds also provided services to youth drop-outs in a Jobs for America's Graduates (JAG) program administered through the local workforce investment areas. The 44 local JKG program sites served 596 WIA participants. There were 156 WIA participants in the four JAG programs.

#### **Kentucky River Foothills Youth Investment Project (Bluegrass Workforce Investment Area)**

The successful outcomes of the Youth Investment Project demonstrate that this program has had a positive effect on youth. The program works with both in-school and out-of-school youth, many of who stay in school or return to school as a result of the program. The program's coordination with private sector businesses and other providers has made a significant difference in the successful outcome of the program. The students have linked with the Estill County Historical Society to assist in the clean-up and recording of information from local graveyards. The Historical Society will be publishing a book containing some of the information that was gathered. The youth have also linked with the Powell County PRIDE program and assisted in the landscaping/beautification of eight sections of land leading to Stanton from the Mountain Parkway. Kokoku Rubber, Inc. has partnered with the program to provide training for three students with the ultimate outcome being full-time employment.



## Fast Facts

### Youth Programs:

- The state served more than 8,500 Kentuckians age 14 to 21 in youth programs through federal Workforce Investment Act funding.

## Youth Technical Assistance

DTR has developed a quarterly newsletter focusing on WIA youth and youth programs and activities occurring across the state. Through the newsletter, state and local boards, youth councils, youth providers and partner agencies can access the latest information concerning youth issues and promising practices. The youth extranet site continues to provide local WIA staff with the latest state and federal news concerning youth and available funding sources.

DTR Youth Coordination staff provided technical assistance and training to many of the local area youth councils. Training included the basics of an effective youth council and best practices.

## School-to-Work

Kentucky School-to-Work, a branch of the Department for Technical Education, has collaborated with state partners and outside stakeholders on programs and projects across the state. For fiscal year 2001-02, 18 grants covering 40 counties using both state and federal funds were awarded. The state initiative involves elementary through postsecondary students and over 2,000 businesses.

### Positive Outcome Program (POP) (Northern Kentucky Workforce Investment Area)

“Creating positive connections between the youth of today and the endless opportunities of tomorrow” is the mission of the Positive Outcome Program staff. The POP program has become the connection for at-risk youth in Grant County and the road to success. Both in-school and out-of-school youth learn and grow together in a fast paced learning environment. These students build self-esteem through meaningful tasks and responsibilities. They venture into the communities and participate willingly in volunteer services. The participants also have mentors for both school and personal life. Many community agencies and local businesses have partnered with the Board of Education to provide jobs, life skill classes, speakers, credentials, referrals and GED preparation.

## Major Challenges for Program Years 2002 and 2003

### Meeting the Needs of the Business Community and Engaging Business as Full Partners

Although the language of the Workforce Investment Act focuses on the importance of engaging the business community, the system, for the most part, has not met this challenge. Therefore, we must find ways to truly meet the workforce needs of the business community, as well as fully engage business partners on the state and local boards in meaningful strategic planning and action. This includes such things as expanding and fully promoting the use of *skills standards* and developing a *business outreach system* that makes it easier for businesses to access workforce development services.

### Capacity Building and Training for One-Stop Staff and Workforce Investment Boards

Training and capacity building will remain an ongoing need if we are to meet the goal of bringing Kentucky's workforce investment system to a new level of broad strategic thinking and action. The 1999 Incentive Funds have provided some resources for capacity building and the conference for state and local workforce investment board members, to be held November 14, 2002, will be a first step. However, continued training and capacity building will and must continue as an on-going priority and challenge.

### Marketing and Public Relations

In order for the KWIB to be truly effective as a broad policy board and the overseer and promoter of the One-Stop system, several critical challenges must be addressed:

- Marketing and promoting the One-Stop system across the commonwealth, in conjunction with the local boards. Progress has been made at the local level in the past year. Several areas in the state have launched broad-based marketing campaigns. However, it is critical that we develop a statewide identity for the One-Stop system. The KWIB Marketing and Public Relations and Local Liaison committees are developing options that will supplement but not replace marketing campaigns already in place at the local level.
- Providing outreach and promotion of services to the business community, including such things as training and recruitment services, the Kentucky Employability Certificate, Skills Standards and the Workforce Alliance.
- Identifying, articulating and promoting critical workforce development issues that need to be addressed.

## **Accountability and Financial Tracking Systems**

Since the comprehensive evaluation and continuous improvement system will not be fully developed until March 2003, the KWIB Accountability and Funding Committee is working closely with the Department for Training and ReEmployment (DTR) to provide guidance on a set of “dashboard indicators” that the committee can review as a part of its oversight and continuous improvement responsibilities. Additionally, DTR is developing a computerized financial management system that will make financial information more timely, easier for local WIA personnel to submit and less prone to errors and rework.

## **Resource Challenges**

Budget constraints at both the federal and state level will present significant resource challenges for the system. Increased marketing and the maturing of the One-Stop system coupled with the increase in the number of dislocated workers is placing intense pressure on local workforce investment area budgets.

## **Kentucky Workforce Investment Board Strategic Plan**

The KWIB will initiate a process to update its strategic plan. This project will focus on assisting each local workforce investment board with designing local plans to meet each area’s unique needs. The state board will then utilize the results of local planning to establish its strategic plan.

# Appendices

# WIA Title IB

## Cost of Program Activities

### Program Year 2001 (July 1, 2001 – June 30, 2002)

#### Cost of Program Activities Relative to Program Outcomes

	PY 2001 Expenditures	PY 2001 Customers Served	PY 2001 Exiters	PY 2001 Cost Per Customer Served	PY 2001 Cost Per Customer Exited
Adults	\$15,580,421.00	5383	1697	\$2,894.38	\$9,181.16
Dislocated Workers	\$8,064,645.00	4219	1063	\$1,911.51	\$7,586.68
Youth	\$15,307,823.00	8117	3166	\$1,885.90	\$4,835.07

The Commonwealth of Kentucky Program Year 2001 was a time of great successes, but also of volatility.

Marketing and improved service delivery strategies blossomed in the 10 local areas, resulting in tremendous increases in the numbers served in Intensive and Training Services. The number of adult workers increased from the previous year by 16% (from 4,604 to 5,383); and the number of dislocated workers increased from the previous year by 43% (from 2945 to 4219). These numbers, especially the dislocated worker figures, highlight the alarming economic trends in Kentucky of increased unemployment and ongoing business layoffs. The number of youth served slightly decreased from 8,511 to 8,117 as service strategies completed the change to year-round programs.

Kentucky lowered costs per customer exited in all programs compared to the Program Year 2000 figures. As in Program Year 2000, adult customers experienced a higher cost for services compared to dislocated workers due to the multiple barriers and extensive support needs of many of the adult customers. A more detailed analysis of program costs is contained in the tables on the following pages.

However, numbers of participants served or costs per participants served only tell part of the story of the impact of Title IB funding. Kristie R., a Program Year 2001 graduate from the Lincoln Trail Workforce Investment Area, expressed it best when she said, “Enrolling in WIA was the best life-changing decision I ever made.” Kristie was homeless and jobless when she entered the program, and is now economically self-sufficient and has her own apartment.

Another participant, Angela R., a Program Year 2001 graduate from the EKCEP Local Workforce Investment Area said, “When I was growing up no one in my family ever thought about going to college. Now my kids are already talking about it.” Angela was a high school dropout who exited the WIA program as an employed nursing school graduate.

At the same time that these substantial increases in service needs were being experienced, funding for services became a challenge for the local workforce investment areas. A \$1.4 million rescission in Program Year 2001 and projected Program Year 2002 decreases of 5.21% in adult funding and 4.43% in dislocated worker funding left the commonwealth with a workforce development budget already challenged by severe state revenue reductions. Four local area boards made requests in Program Year 2001 to the Governor’s Discretionary Fund for funding to provide adult and/or youth services. These funds, a total of \$1,466,000,

were requested in order to keep services operating, not to expand or enhance services. DTR also awarded over \$4 million in additional assistance funds to five local areas and plans to obligate over \$2 million (estimated availability) in Program Year 2002 funds to fill current requests. Discussion is already underway about applying for a National Emergency Grant.

A second area of success in Program Year 2001 is the tremendous increase in data collection and reporting capacity for Title 1B services and the creation of a good foundation for data collection for the One-Stop Career Center System. This improved reporting capacity includes:

- The introduction of some basic data collection for the One-Stop Career Center System. Low estimates (due to incomplete reporting capability) indicate that at least 416,000 customer visits were made to the One-Stop Career System from January 1, 2002, through June 30, 2002. In the same time period, four local areas combined reported over a million “hits” on their Web sites; and with only seven local workforce investment areas reporting, over 10,000 employers were served. Reporting also includes the number of Kentucky inquiries through America’s Service Locator and the Toll-Free Help Line.
- New Title IB fiscal and activity reports for the Kentucky Workforce Investment Board designed according to its perspective and needs. These reports include quarterly summaries of funding available compared to expended and obligated; numbers of participants being served in occupational skills training; and performance updates.
- A database to track dislocations throughout Kentucky over time. Over 13,000 workers were dislocated in Program Year 2001 involving 148 employers. These businesses were from a wide variety of industries, including manufacturing, business services and retail. (Note: the federalization of Kentucky’s airports was successfully completed on time.)

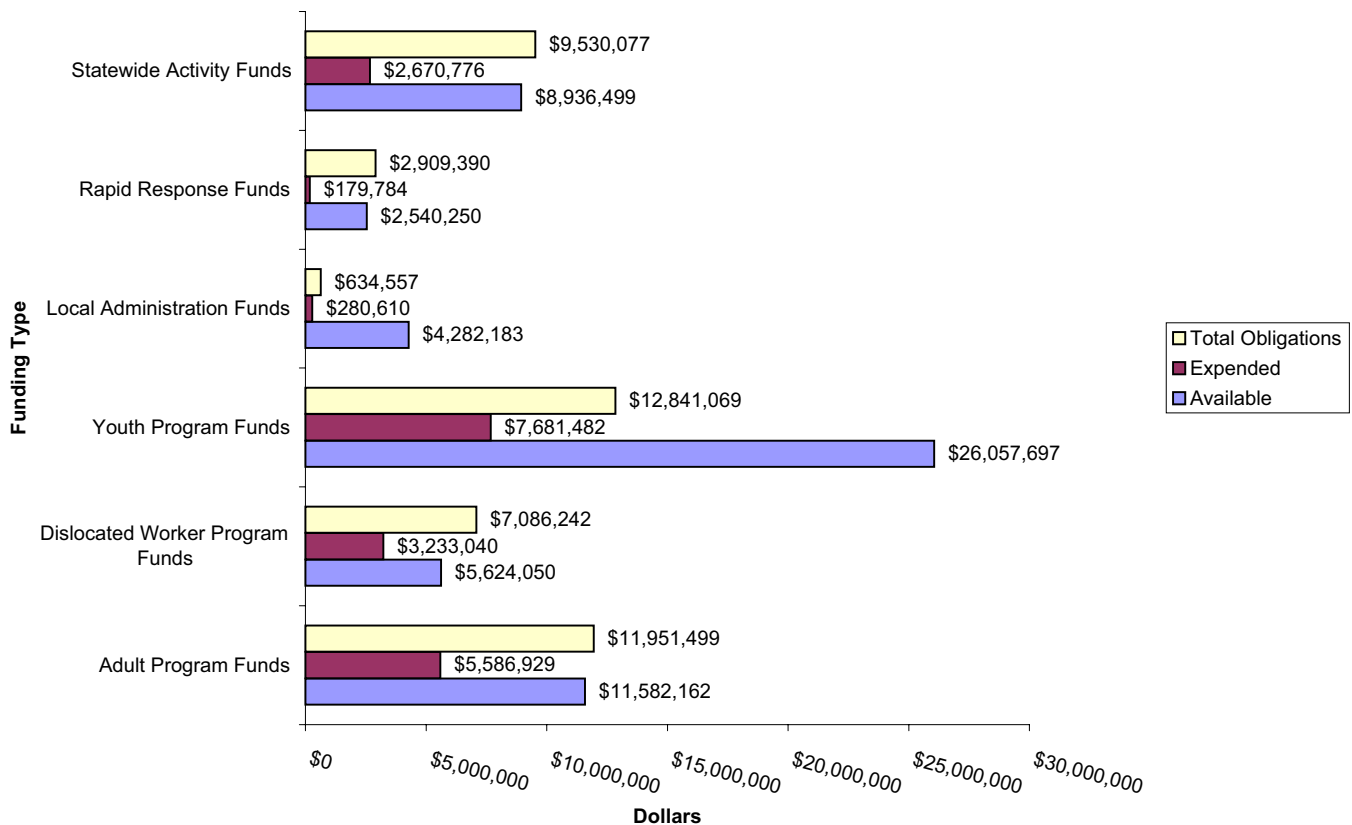
While funding challenges continue to lie ahead in the next program year, Title IB services and the One-Stop Career System as a whole have greatly developed in the past year, becoming more efficient and effective.

# WIA Financial Statement Program Year 2001

Operating Results	Available	Expended	Total Obligations
Total All Funds Sources	\$ 86,271,279.00	\$ 43,209,228.00	\$ 68,529,441.00
Adult Program Funds	\$ 11,582,162.00	\$ 5,586,929.00	\$ 11,951,499.00
Carry in Monies (Non-Additive)	\$ 9,993,492.00	\$ 9,993,492.00	\$ 9,993,492.00
Dislocated Worker Program Fund:	\$ 5,624,050.00	\$ 3,233,040.00	\$ 7,086,242.00
Carry in Monies (Non-Additive)	\$ 4,831,605.00	\$ 4,831,605.00	\$ 4,831,605.00
Youth Program Funds	\$ 26,057,697.00	\$ 7,681,482.00	\$ 12,841,069.00
Carry in Monies (Non-Additive)	\$ 7,626,341.00	\$ 7,626,341.00	\$ 7,626,341.00
Out of School Youth	\$ 10,105,211.40	\$ 6,140,130.00	
In School Youth	\$ 23,578,826.60	\$ 9,167,693.00	
Summer Employment Opportunities		\$ 4,376,923.00	
Local Administration Funds	\$ 4,282,183.00	\$ 280,610.00	\$ 634,557.00
Carry in Monies (Non-Additive)	\$ 2,621,213.00	\$ 2,621,213.00	\$ 2,621,213.00
Rapid Response Funds	\$ 2,540,250.00	\$ 179,784.00	\$ 2,909,390.00
Carry in Monies (Non-Additive)	\$ 4,739,804.00	\$ 3,436,333.00	\$ 3,436,333.00
Statewide Activity Funds	\$ 8,936,499.00	\$ 2,670,776.00	\$ 9,530,077.00
Carry in Monies (Non-Additive)	\$ 5,062,324.00	\$ 2,693,964.00	\$ 2,693,964.00

\*Funding information taken from June 30, 2002 WIA Financial Status Report for Program Year 7/1/2001-6/30/2002.

**Program Year 2001 WIA Financial Statement**



## Workforce Investment Evaluation Project

In Program Year 2000, the commonwealth determined that for stakeholders to be able to gauge the success of the One-Stop Career Center System and its continuous improvement efforts, several processes would have to be put in place. First, each stakeholder group would need to identify what factors they would use and what information they would need to judge whether the One-Stop Career System was successful from their perspective. Second, the types and sources of data needed to produce the information would need to be identified. The third process would be to develop procedures for data collection, data analysis and report generation. It was quickly determined that Kentucky needed a project facilitator with subject matter expertise to create and maintain a successful One-Stop Career System evaluation system.

The Charter Oak Group, a nationally renowned organization that specializes in performance and outcome measurement, was selected through a competitive procurement process in Program Year 2001 to be Kentucky's facilitating contractor for the One-Stop Career System evaluation project. The primary focus of the project in Program Year 2001 was determining the role and involvement of stakeholders, and identifying their goals and information needs for the One-Stop Career System. The focus in Program Year 2002 will be developing strategies for integration of existing data and the collection of new data as needed to generate the information the various stakeholders need.

In Program Year 2001, the project began by gathering input and ideas from stakeholders. Key stakeholder groups included the staff and partner representatives of the One-Stop Career System and folks identified at a local level as involved in determining whether the One-Stop Career System is successful. (This could be from a community, business, political, customer, managerial and/or other perspective.) The schedule included a meeting in each workforce investment area for local stakeholders, which included workforce partners, business partners, community leaders, local elected officials, and local board members. The schedule also included a session with the KWIB members to explain the project's objectives and to gather input, as well as several meetings with Cabinet for Workforce Development staff.

Also during this period, The Charter Oak Group toured a One-Stop Career Center in each workforce investment area and talked to One-Stop Center staff to get a sense of customer flow, partner involvement, current data collection processes, and data collection capacity.

At the end of all the meetings and touring, a Decision Conference was held in June 2002 for all interested stakeholders. A total list of proposed measures was posted for discussion and the stakeholders voted on their preferences and priorities.

Productivity measures, designed to diagnose performance problems, were deliberately left out of the voting process for the Decision Conference, since everyone agreed they should be developed according to the specific needs of operational staff.

Process measures, such as "wait time for service at the One-Stop," also were deliberately left out of the conference. The consensus, again, was that these measures should be identified by the individual areas and center managers, since they are often useful only in specific sites with specific process configurations.

The following is the list of measures recommended for initial implementation, based upon the Decision Conference results.

### System Progress Measures

- Partner Participation Rate
- Individual Penetration Rate
- Employer Penetration Rate

- Community Awareness Rate
- Non-WIA Funding Rate
- Participation Equity Rate

#### Additional Outcome Measures

- One-stop entered employment rate
- Percentage of individuals moving to self-sufficiency
- Starting wage at entry into employment
- Basic skills attainment rate
- Occupational skills attainment rate

#### Employer-Oriented Measures

- Percentage of employers using workforce development services more than once
- Employer oriented training dollars to total training dollars
- Percentage of employers using more than one type of service

#### Cost-Measures

- Cost per positive outcome
- Cost-benefit measure
- Return on investment

In Program Year 2002, the first step in introducing these measures into use will be to determine:

- What data is already collected that could be used to build these measures,
- What needed data is not currently being collected by anyone,
- What future actions would need to be taken to generate the missing data, and
- What future actions would need to be taken to access the data that currently exists in various systems and files.

The Employ Kentucky Operating System (EKOS) will be a primary data source for the measurement data, however, it will not be the only source. The Charter Oak Group will work to identify useful data from any available systems (local, department, cabinet, education) and develop ways to access the data. Currently, most stakeholders feel that an electronic data collection system will also be necessary to gather demographic and basic service information on *all* One-Stop System customers (both individuals and employers).

Also in Program Year 2002, efforts will include expanding customer satisfaction surveys for both individuals and employers, as well as a “mystery shopper” component.

Once valid data is being collected from the many sources (existing and to be developed), it will be integrated, then formatted into customized user-friendly reports for the various stakeholders. The stakeholder groups will be trained on using the data and it is expected that the data needs and reports will change over time as the One-Stop System continues to evolve. Initial data is expected to be generated by the end of Program Year 2002, with an electronic interface among the data collection systems in Program Year 2003.

**WIA Title IB  
Tables  
Program Year 2001 (July 1, 2001 – June 30, 2002)**

**Table A - Workforce Investment Act Customer Satisfaction Results**

<b>Customer Satisfaction</b>	<b>Negotiated Performance Level</b>	<b>Actual Performance Level - American Customer Satisfaction Index</b>	<b>Number of Completed Surveys</b>
<b>Participants</b>	70.40	74.10	822
<b>Employers</b>	61.00	73.5	2170

**Table B - Adult Program Results At-A-Glance**

	<b>Negotiated Performance Level</b>	<b>Actual Performance Level</b>
Entered Employment Rate	64.00	75.94
Employment Retention Rate	76.00	84.23
Earnings Change in Six Months	3450.00	4231.75
Employment And Credential Rate	50.00	62.80

Table C - Outcomes for Adult Special Populations

Reported Information	Public Assistance Recipients Receiving Intensive or Training Services	Veterans	Individuals With Disabilities	Older Individuals
Entered Employment Rate	67.17	70.00	60.00	53.96
Employment Retention Rate	81.45	94.11	72.50	62.85
Earnings Change in Six Months	5318.01	6066.52	2807.53	1461.07
Employment And Credential Rate	65.90	64.28	69.69	32.35

Table D - Other Outcome Information for the Adult Program

Reported Information	Individuals Who Received Training Services	Individuals Who Received Only Core and Intensive Services
Entered Employment Rate	69.33	69.410
Employment Retention Rate	84.15	76.97
Earnings Change in Six Months	4946.57	2595.51
Employment & Credential Rate	76.92	0.00

Core services include outreach, intake, initial assessment of skill levels, job search and placement assistance, provision of employment statistics information, information on performance of local area follow up services. Intensive services may include comprehensive and specialized assessments of skill levels, development of individual employment plan, group counseling, individual counseling and career planning, case management. Training services may include occupational skills training, on the job training, skill upgrading and retraining, entrepreneurial, job readiness.

Table E - Dislocated Worker Program Results At-A-Glance

	Negotiated Performance Level	Actual Performance Level
Entered Employment Rate	71.00	83.33
Employment Retention Rate	83.00	88.97
Earnings Replacement in Six Months	87.00	80.10
Employment And Credential Rate	46.00	66.17

Table F - Outcomes for Dislocated Worker Special Populations

Reported Information	Veterans	Individuals With Disabilities	Older Individuals	Displaced Homemakers
Entered Employment Rate	62.27	55.55	66.66	100.00
Employment Retention Rate	70.27	100.00	92.30	100.00
Earnings Replacement Rate	51.00	104.50	70.20	0.00
Employment And Credential Rate	35.13	20.00	53.84	0.00

Table G - Other Outcome Information for the Dislocated Worker Program

Reported Information	Individuals Who Received Training Services	Individuals Who Received Only Core and Intensive Services
Entered Employment Rate	72.54	79.01
Employment Retention Rate	87.69	86.44
Earnings Replacement Rate	84.90	79.90
Employment & Credential	80.12	0.00

Table H - Older Youth Results At-A-Glance

	Negotiated Performance Level	Actual Performance Level
Entered Employment Rate	62.00	63.47
Employment Retention Rate	74.00	76.17
Earnings Change in Six Months	2865.00	2920.22
Credential Rate	36.00	31.36

Table I - Outcomes for Older Youth Special Populations

Reported Information	Public Assistance Recipients	Veterans	Individuals With Disabilities	Out-of-School Youth
Entered Employment Rate	57.50	<b>50.00</b>	74.07	53.44
Employment Retention Rate	70.58	100.00	92.59	74.74
Earnings Change in Six Months	2572.84	16507.32	3946.42	2931.80
Credential Rate	31.12	50.00	52.77	24.54

Table J - Younger Youth Results At-A-Glance

	Negotiated Performance Level	Actual Performance Level
Skill Attainment Rate	66.00	80.66
Diploma or Equivalent Attainment Rate	41.00	47.18
Retention Rate	41.00	54.87

Table K - Outcomes for Younger Youth Special Populations

Reported Information	Public Assistance Recipients	Individuals With Disabilities	Out-of-School Youth
Skill Attainment Rate	71.47	61.38	73.420
Diploma or Equivalent Attainment Rate	30.96	27.66	31.01
Retention Rate	44.95	36.36	45.09

Table N - Cost of Program Activities

Program Activity			Total Federal Spending
Local Adults			\$15,580,421
Local Dislocated Workers			\$8,064,645
Local Youth			\$15,307,823
Rapid Response (up to 25%) §134 (a) (2) (A)			\$3,616,117
Statewide Required Activities (Up to 15%) §134 (a) (2) (B)			\$1,146,090
Statewide Allowable Activities §134 (a) (3) (Governor's Discretionary)	Program Activity Description	Jobs for Kentucky's Graduate (In-School Youth) Project	\$687,976
		Jobs for America's Graduates (Out of School Youth) Project	\$642,169
		EKOS (KY's One-Stop Operating System)	\$1,237,197
		Miscellaneous	\$26,171
		State Administration	\$1,625,136
Total of All Federal Spending Listed Above			\$47,933,746

Local Area Name  <b>Kentucky Statewide</b>	Total Participants Served*	Adults	5383		
		Dislocated Workers	4219		
		Older Youth	1245		
		Younger Youth	6872		
ETA Assigned # 21	Total Exiters**	Adults	1697		
		Dislocated Workers	1063		
		Older Youth	599		
		Younger Youth	2567		
		Negotiated Performance Level		Actual Performance Level	
Customer Satisfaction	Program Participants	70.40		74.10	
	Employers	61.00		73.50	
Entered Employment Rate	Adults	64.00		75.94	
	Dislocated Workers	71.00		83.33	
	Older Youth	62.00		63.47	
Retention Rate	Adults	76.00		84.23	
	Dislocated Workers	83.00		88.97	
	Older Youth	74.00		76.17	
	Younger Youth	41.00		54.87	
Earnings Change/Earnings Replacement in Six Months	Adults	3450.00		4231.75	
	Dislocated Workers	87.00		80.10	
	Older Youth	2865.00		2920.22	
Credential/Diploma Rate	Adults	50.00		62.80	
	Dislocated Workers	46.00		66.17	
	Older Youth	36.00		31.36	
	Younger Youth	41.00		47.18	
Skill Attainment Rate	Younger Youth	66.00		80.66	
Overall Status of Local Performance		Not Met		Met	Exceeded

\*eligible, who received WIA Title IB services

\*\*exited during program year

## Kentucky Workforce Investment Board Members

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## Local Workforce Investment Area Directors and Board Chairs

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